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Dominate Your Market Niche

Inside:

Last-Minute Miniature Garden Tips
Keep Employees Happy and Working
Guerrilla Gardening in Your Town





Cover photo provided by Nantucket Bike Basket Co. — www.nantucketbikebaskets.com



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10 LAST-MINUTE IDEAS

My Favorite Things

For many garden centers throughout the country, miniature and fairy gardening has become a big deal. Here are a few of my favorite tips to get customers excited about this magical category. by Arlena Schott

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Planning a Town Takeover

This past December, wholesale grower Skagit Gardens took to the local streets for a flash mob beautification project that generated community goodwill and positive brand reinforcement. by Rhonda Jennings

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A Customer's Worth

We all know that it is important to maintain your existing customer base, but do we really go to the lengths necessary to keep our customers? by Ron Rosenberg

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Your Value Message is...

Playing the price game with the big boxes as your primary marketing strategy is a quick way to go out of business. It's time we start selling what the customer wants to buy. by Stan Pohmer

46 LET ME EXPLAIN...

30 Ways to Keep Your Employees Interested

Just in time for spring (and beyond), here's a quick list of what La Crosse Floral is doing to keep employees engaged. by Linda Zoerb





◀ **VERBENA**

Lanai Candy Cane Verbena hybrida has a unique novelty color that displays massive curb appeal and is good for monoculture and mixed containers. The flower pattern is very stable, even through high heat, and will produce flowers throughout the summer. Syngenta Flowers. www.syngentafloresinc.com 919.870.5718. **Write in 1406**



MANDEVILLAS ▲

Double your pleasure with Sunjoty's Sun Parasol Pretty mandevillas. The series has expanded from two colors to four. New additions include Pretty Deep Pink and Pretty Deep Red, which join Pretty Crimson and Pretty Pink. These varieties combine the best of dipladenia and mandevilla genetics. Flower size is the same as the original Sun Parasol mandevillas, but foliage is glossy and thinner and more vining. As a result, these plants offer superior branching, dense growth and the highest flower count. Pretty varieties are also more cold tolerant. Sunjoty Flowers. **Write in 1409**



◀ **KNIPHOFIA**

'Lemon Popsicle' has sweet, lemon-yellow spikes and a dwarf habit with great grassy foliage. It blooms continuously from June to October and requires full sun for maximum performance. An easy to grow plant, 'Lemon Popsicle' is perfect for mixed beds or as an upright accent. This variety is drought-tolerant, deer-resistant, attracts hummingbirds, and performs well in zones 6 – 9. Terra Nova Nurseries. www.terravanurseries.com 404.574.2900. **Write in 1407**



RODGERSIA ▲

Rodgersia 'Bronze Peacock' has thick, glossy, indented leaves and flowers that bloom from June to August. In spring, the huge bronze leaves emerge like a peacock's tail. Rodgersia 'Bronze Peacock' has a compact, clumping habit that stays within bounds of a container or garden. This plant performs well in zones 5 – 8 and prefers to grow in part shade. Terra Nova Nurseries. www.terravanurseries.com 404.574.2900. **Write in 1408**



SMALL FRUIT PROGRAM ▲

The small fruit program from Rocket Farms features its most popular product: blueberries, available in the Sharpblue and Misty varieties. Raspberries, thornless blackberries and small pomegranates are also available and round out the potted fruits selection. These products complement the potted edibles line Rocket Farms is well known for: most notably tomatoes, herbs and peppers. Rocket Farms. www.rocketfarms.com. 831.649.2334. **Write in 1410**